ORDER

Orders

Order / Rev:

Alt Order #:

06831860

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Flight Dates:

07/31/12 - 08/06/12

Original Date / Rev:

07/09/12 / 08/01/12

Order Type:

GENERAL



Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

15%

Cash

Advertiser

Name:

Priority:

Berkley, Shelley for Senate

Demographic: **Product Codes:**

Revenue Codes:

A35+

PLC01

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 07/30/12 08/06/12 51 \$97,925.00 \$83,236.25 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	51	\$97,925.00	\$83,236.25	0.00
Totals	51	\$97 925 00	\$83,236,25	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$97,925.00
Market	100%	\$199.846.94

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	_\$0,00
KINC	0%	\$0.00
KLAS	20%	\$39,969.39
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$31,975.51
KTUD	0%	\$0.00
KVVU	13%	\$25,980.10
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,996.94

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
E	: 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeU	p w/WaQM	5-6a		-TWTF	:30	4	\$400.001	0.00 NM	4	\$1,600.00
					M-F 5-6a WakeU	p w/Wagners									
	1	NEWS													
		Star	t Date I	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
	We	ek: 07/3	30/12	08/05/12	-TWTF	4	\$400.00	0.	00						

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KSNV

Order / Rev: Ált Order #:

Flight Dates:

104119

07/31/12 - 08/06/12

06831860

Advertiser:

Berkley, Shelley for Senate

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch Start	End	Inventory Code		Start/End Ti		Len Sp		Rate Pri	Rtg Type S		Amount
E 1 KSNV 07/31/1: NEWS	2 08/03/12	M-F 5-6a WakeUp w M-F 5-6a WakeUp w	•	5-6a	~TWTF	:30	4	\$400.001	0.00 NM	4	\$1,600.00
Start Date Week: 07/30/12	End Date 08/05/12	<u>Weekdays</u> <u>Sp</u>	oots/Week 4	<u>Rate</u> \$400.00	Rating 0.00						
E 2 KSNV 08/06/1:	2 08/06/12	M-F 5-6a WakeUp w M-F 5-6a WakeUp w	_	5-6a	М	:30	1	\$400.001	0.00 NM	1	\$400.00
<u>Start Date</u> Week: 08/06/12	End Date 08/12/12	<u>Weekdays</u> M	oots/Week 1	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
E 3 KSNV 08/06/1.	2 08/06/12	M-F 6-7a WakeUp w M-F 6-7a WakeUp w		6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS <u>Start Date</u> Week: 08/06/12	End Date 08/12/12	Weekdays Sg	oots/Week 1	<u>Rate</u> \$700,00	Rating 0.00						
E 4 KSNV 07/31/1:	2 08/03/12	M-F 6-7a WakeUp w M-F 6-7a WakeUp w	-	6-7a	-TWTF	:30	4	\$700.001	0.00 NM	4	\$2,800.00
Start Date Week: 07/30/12	End Date 08/05/12	<u>Weekdays</u> <u>S</u> g -TWTF	oots/Week 4	<u>Rate</u> \$700.00	Rating 0.00						
E 5 KSNV 07/31/1	2 08/03/12	Today Show Today Show	СМ	658a-9am	-TWTF	:30	8 5	\$1,400.001	0.00 NM	8	\$11,200.00
TODAY <u>Start Date</u> Week: 07/30/12	End Date 08/05/12	Weekdays Sg -TWTF	oots/Week 8	<u>Rate</u> \$1,400.00	Rating 0.00						
E 6 KSNV 08/06/1	2 08/06/12	Today Show Today Show	СМ	658a-9am	M	:30	2 :	\$1,400.001	0.00 NM	2	\$2,800.00
TODAY <u>Start Date</u> Week: 08/06/12	End Date 08/12/12	<u>Weekdays</u> S <u>r</u>	oots/Week	<u>Rate</u> \$1,400.00	Rating 0.00						
E 7 KSNV 08/06/1		News 3 Olympic Zon News 3 Olympic Zor	e CM	7:30-8:00PM	M	:30	1	\$750.001	0.00 NM	1	\$750.00
OLY ZONE <u>Start Date</u> Week: 08/06/12	End Date 08/12/12	Weekdays Sr	oots/Week 1	<u>Rate</u> \$750.00	Rating 0,00						
E 8 KSNV 07/31/1	2 08/04/12	News 3 Olympic Zon News 3 Olympic Zon		7:30-8:00PM	-TWTFS-	:30	5	\$750.001	0.00 NM	5	\$3,750.00
OLY ZONE <u>Start Date</u> Week: 07/30/12	End Date 08/05/12	Weekdays Sg	oots/Week 5	<u>Rate</u> \$750.00	Rating 0.00						
E 9 KSNV 08/06/1.		Olympics Primetime Olympics Primetime	СМ	730pm-12am	M	:30	1 :	6,000.001	0.00 NM	_ 1 _	\$6,000.00
OLY PRIME Start Date Week: 08/06/12	End Date 08/12/12	<u>Weekdays</u> S <u>r</u> M	oots/Week 1	<u>Rate</u> \$6,000.00	Rating 0.00				ļ		
E10 KSNV 08/03/1		Olympics Primetime Olympics Primetime	СМ	730pm-12am	F	:30	1 :	\$6,000.001	0.00 NM	1	\$6,000.00
OLY PRIME <u>Start Date</u> Week; 07/30/12	End Date 08/05/12	<u>Weekdays</u> Sړ F	oots/Week 1	<u>Rate</u> \$6,000.00	Rating 0.00						
E11 KSNV 07/31/1		Olympics Primetime Olympics Primetime	СМ	73 0 pm-12am	-TWT	:30	6 9	\$6,000.001	0.00 NM	6	\$36,000.00
OLY PRIME Start Date Week: 07/30/12	End Date 08/05/12	<u>Weekdays</u> <u>Sr</u> -Tw⊤	oots/Week	<u>Rate</u> \$6,000.00	Rating 0.00						
E 12 KSNV 08/05/1			CM	730pm-12am	S	:30	1 :	\$6,000.001	0.00 NM	1	\$6,000.00
OLY PRIME Start Date	End Date	Weekdays Sg	oots/Week	Rate	Rating						
Week: 07/30/12 E 14 KSNV 08/04/1.	08/05/12	5	<u>1</u> 1	\$6,000.00 7a-9am	0.00	:30	1	\$625.001	0.00 NM	1	\$625.00

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KSNV

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Order / Rev:

104119

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06831860

07/31/12 - 08/06/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Sp	ots Rate Pri	Rtg Type S	pots	Amount
			Saturday Today				·				
			Saturday Today								
	DOAY										
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 0		08/05/12	\$-	1	\$625.00	0.00					
E 15 KSN	V 08/05/1	12 08/05/12	Olympics Daytime		4am-6pm	S	:30	2 \$1,700.003	0.00 NM	2	\$3,400.00
OLV I	DAYTIME '	MIZ	Olympics Daytim	e WEEKEND							
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 0		08/05/12	S		\$1,700.00	0.00					
		2 08/04/12	Olympics Daytime		4am-6pm	S-	:30	2 \$1,700.003	0.00 NM	2	\$3,400.00
L 10 11011	00,0-17		Olympics Daytim		-tarri-opin	3	.00	Σ ψ1,700.003	0.00 TAIVI	2	ψ5,400.00
OLY [DAYTIME '	WK	O.J.IIIpida Baljaiii						1		
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			1		
Week: 0	7/30/12	08/05/12	S-	2	\$1,700.00	0.00					
E 17 KSN	V 07/31/1	2 08/03/12	Olympics Daytime	e Week@M	9am-4pm	-TWTF	:30	8 \$1,200.003	0.00 NM	8	\$9,600.00
			Olympics Daytim	e Weekdays							
OLY [DAYTIME										
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 0		08/05/12	∸TWTF		\$1,200.00	0.00					
E 18 KSN	V 08/06/1	2 08/06/12	Olympics Daytime		9am-4pm	M	:30	2 \$1,200.003	0.00 NM	2	\$2,400.00
OLV I	DAYTIME		Olympics Daytim	e Weekdays							
	tart Date	End Date	Weekdays	Cwata Milaak	Data	Detina					
ع Week: 0		08/12/12	<u>vveekdays</u> M	Spots/Week	<u>Rate</u> \$1,200.00	<u>Rating</u> 0.00					
		12 08/04/12	Weekend Jeopard		630-730pm	S-	:30	1 \$500.001	0.00 NM	4	#E00.00
N 19 KON	v ooro-m	12 00/04/12	WKND Jeop/Whe	•	030-730pm	5-	.30	1 \$500.001	U.UU NIVI	1	\$500.00
NEW:	S		viiiib ocopium	,							
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating			l		
Week: 0	7/30/12	08/05/12	S-	1	\$500.00	0.00					
									Totals	51	\$97.925.00
									TOLAIS	91	ψ31,320.00